

## REMARKS

Parent claim 30 was amended to clarify that the human-readable price information is printed on an adhesive paper label which is adhered to the product at the customer price information station. Thereupon, the product with the adhered label is presented to a check-out site.

By contrast, U.S. Patent No. 4,676,343 to Humble discloses a supermarket check-out system where the price information is not affixed to the product.

More particularly, Humble discloses that a customer must place the products being purchased on a conveyor 12 where the products are transported at a check-out counter 20 (col. 3, line 65) from a scanning area 10 to a bagging area 14. A receipt unit 16 prints a receipt. However, the receipt is not adhered to the products, but instead, is carried by the customer through the control gates 17 to the bagging area, and eventually, if not misplaced, to the cashier 21.

By affixing the label bearing human-readable price information directly to the product, the present invention insures that the consumer exactly knows the price for each product and cannot misplace the price information.

The secondary references have been considered but do not disclose or suggest the invention, as now claimed.

Wherefore, a favorable action is earnestly solicited.

Respectfully submitted,

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**MARKED-UP VERSION OF AMENDED CLAIM 30**

30. (Amended) A method of processing products in a point-of-sale system, the system comprising one or more customer price information stations, one or more customer check-out sites, and a host computer coupled to the one or more customer price information stations, the method comprising the steps of:

- a) storing information relating to the products in a database of the host computer;
- b) presenting a selected product to a said customer price information station, the product bearing no human-readable price information;
- c) identifying the selected product by electro-optically reading indicia associated with the selected product, the indicia having parts of different light reflectivity;
- d) interrogating the host computer on a real-time basis for price information on the identified product;
- e) printing [a] an adhesive paper label containing human-readable price information relating to the product obtained from the host computer; [and]
- f) adhering the paper label to the product at the said customer price information station; and
- [f)] g) presenting the [paper and the] product with the adhered label at a said customer check-out site to complete purchase of the product.